

SHORTER TRADE EXTENSION DRIVE BELIEVED BETTER

Business Men Pleased With
Campaign But Plan New
Enterprises.

Another trade expansion campaign for Fairmont was given the enthusiastic and unanimous approval of local merchants at a meeting of the Fairmont Business Men's Association held at 6:30 yesterday evening at the Young Men's Christian Association Building on Fairmont avenue.

About fifty persons attended the meeting and a large number of them spoke in favor of trade extension campaigns, several offering suggestions for the use of the committee in charge of the trade drive.

The meeting followed a splendid dinner served in the "Y" dining room.

Lamar C. Satterfield presided at the meeting with two splendid vocal selections, one a stirring cowboy ballad and the other a love-song, "Absent." Miss Nelle Dugan presided at the piano.

Ross Also "Sings"

The singing of Howard J. Ross also met with the approbation of the entire assembly. Mr. Ross possesses an excellent tenor voice which much resembles that of Mr. Satterfield. He sang selections from "The Sheik" and it was noticed by those present that he has the ventriloquist's trick of singing without moving the lips.

He was cheered to encore but did not comply.

"Spend Your Money," a business and prosperity song, written especially for the occasion by Treve Nutter, secretary of the association, was sung by those present. It is an amusing little song detailing the you-pay-me and I'll-pay him and he'll-pay-you plan often suggested by business men in pay week and other similar campaigns.

J. C. Welton, the new president of the association, was in charge of the meeting. Various officers reported, giving the information that the finances of the organization are in good shape and that the association now has 205 members.

Talk Trade Expansion

Among those who spoke on trade expansion plans were Mr. Welton, E. C. Jones, Howard J. Ross, Harry J. Hartley and J. S. Leopold, members of the campaign committee. The other two members of the committee, Harry R. Leaf and J. L. Hall, were unable to attend the meeting.

Mr. Jones delivered the committee's report, and said that the campaign had resulted favorably for all merchants with whom he had talked. All, he said, were in favor of another drive.

"I have nothing but good to say for the campaign," said Mr. Leopold. "We were not successful the first time we tried it but I think there have been few objections to the results obtained this attempt."

Mr. Hartley referred to the public wedding held last time and remarked jokingly that next time the committee would "have to think up some stunt to buck the ministerial association and get some discussion started." His statement was greeted with laughs and Mr. Hartley continued, stressing the importance of arousing comment on the program to be given.

D. M. Osgood speaks

D. M. Osgood called the association's attention to the Community Day being held once a month in Grafton and the splendid results being obtained there. "I don't think a three-day affair is as good a stunt as a one-day affair," said Mr. Osgood.

J. H. Rowand said he, too, would prefer a single day to a week's campaign. He said he favored staging another wedding on the courthouse steps.

"I object to a Trade Extension Campaign," declared R. W. Himelick, "but the only objection I have to it is that it doesn't come often enough. We ought to have one every month. Many cities of this size put them on twice a month. Three days are too long. I prefer two days. From what I hear, the success of our last campaign has Clarksburg merchants all brought up. We seem to be taking some of their regular trade."

C. J. Conaway, vice-president of the association, Richard Hoffman, J. U. Wise and E. S. Curtis paid compliments to the committee on its masterly management of the campaign and expressed themselves as in favor of a similar drive in the near future.

Call Upon Parent

C. M. Parent, advertising agent, was called upon to give a few sidelights on the trade extension campaign as observed from his vantage point and said, in part:

"We have had a committee from Cameron calling on us. I think the hot shot we gave them last fall brought them down to look us over during the spring campaign. We invaded Cameron last fall with our ads."

"Recently a letter came to me, wanting to know about those ads which were coming from Fairmont. We had several hundred people from Cameron and Mannington down here, and naturally

Another



Gladys Walton, screen beauty, has won a divorce from Frank R. Liddell, Jr. She says he didn't contribute to the support of their home.

Cameron merchants were interested.

"Four Kiwanis business men came down to Fairmont. They wanted to know how we were putting it over. They visited our stores and were much impressed with other trade extension campaign stunts. They asked about the cost, advertising plans and other details."

"The Cameron men said they were not fighting Fairmont but Wheeling. Wheeling, they say, is taking away their trade. They have no fight on with Fairmont—yet."

List of Guests

The following persons attended the session last night: Lamar C. Satterfield, Dr. H. L. Satterfield, H. J. Ross, Hugh F. Smith, H. J. Hartley, E. P. Henderson, Bert S. Leopold, R. W. Himelick, Joseph Lehman, E. C. Jones, Jr., R. E. Davis, J. C. Hall, E. R. Horner, G. F. Jaynes, C. W. Wise, H. A. Fultz, D. M. Osgood, J. H. Rowand, C. A. Conaway, T. E. Bogges, W. Hawley, Jr., Joe Barton, T. J. Ward, E. S. Curtis, R. M. Flaherty, B. H. Fanus, W. L. Miller, M. E. Miller, J. U. Wise, I. Zaslaw, R. F. Babet, C. O. Morgan, S. M. Kiser, F. P. Hall, J. C. Hall, A. M. Knight, A. Ray Mapel, Gene Collett, C. M. Parent, C. E. Salade, Walter J. King, Robert L. Shumaker, James B. Shumaker, E. C. Jones, J. C. Welton, R. Huffman and Treve Nutter.

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The translation of the Bible into English took three years.

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LEGION SPONSORS ESSAY CONTEST

Prizes Aggregating \$1,500 to
Be Given in Event Op-
ening Today.

INDIANAPOLIS, Ind., June 2.—To encourage higher education and patriotic research among school children of the country, the American Legion is sponsoring a national essay contest which has prizes \$1,500 in scholarships. The contest opens today and closes at midnight August 1.

The service men's organization has asked the cooperation of state, city and county school superintendents, seeking contributions of essays from every eligible school child. Americanism officers of Legion posts will assist the educational authorities in the effort.

All girls and boys between the ages of 12 and 18 years inclusive are eligible. The subject to be written on is: "How the American Legion can best serve the Nation." The rules provide that each contestant shall submit but one essay of not more than 500 words, and that essays shall be written in an affirmative and constructive way. Spelling, penmanship and neatness will be considered in judging the winners, as will the age of the contestant.

County superintendents of schools are asked to name three judges to select the best essay in each county. The winning essays of the counties then will be judged by a state committee, selected by the state superintendent of schools or school commissioner, for the purpose of selecting the three state winners. Final selection of first, second and third national prize winners will be made from the three best essays of each state, and will be announced several weeks after September 20 by the national judges, whose names will be given later.

The three national prizes will be known as American Legion school scholarship awards, consisting of a first prize of \$750, second of \$500 and a third of \$250. First prize in each state will be a silver medal, with a bronze medal for second prize and additional prizes awarded in different states.

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Final Bargain Offers of the--- 14TH ANNIVERSARY SALE

which ends Saturday Night. Hurry! Hurry!

Men's and Boys' Good Cloth Caps at ... 44c

Consisting of a lot of well made good looking caps, in blue serges, mixtures, etc. Regularly worth 75c each.

Scout Brand Percales 16 1/2c

Reduced to, Yd. 16 1/2c

Dark or light patterns, indigo blue and claret; yard wide, full count. Only 20 yards to a customer.

Double Bed Size Crochet Bed Spreads ... 94c

Here is a genuine bargain for bargain hunters. These are splendidly made bed spreads with attractive all over patterns. Regularly worth \$1.50.

Size 72x90 Bed Sheets 64c

Reduced to, Yd. 64c

Full bed size, surprising quality, pure white bleached sheeting; hemmed ready for use. Worth 75c or more.

Crash Toweling in Red 4 1/2c

Border Patterns, Yd. 4 1/2c

Good width; good quality; just the thing for roller toweling or dish towels. 20 yards to a customer.

Young Girls' Gingham 94c

Dresses at ... 94c

Indeed these are very pretty, very well made and very desirable dresses. In check, plaid and solid color gingham of good quality.

Mercerized Table Dam- 39c

ask Selling at, yd. 39c

A very good, heavy quality 60 inches wide. Neat all-over patterns. This is a really good bargain at the price.

Well Known Hope 14c

Brand Muslin, Yd. 14c

Standard, reliable brand. Snow white bleached; cut from full pieces. Only 20 yards will be sold to each customer. But be sure to get your 20 at this saving.

High Grade Dimity 2.14

Bed Spreads Now ... 2.14

Size 72x90—for a full size bed—snow white bleached and hemmed ready for immediate use. These are mighty fine for summer use.

Little Boys' Oliver Twist 1.84

Style Suits Reduced to ... 1.84

Cleverly made for little fellows of neat striped cassimeres. Sizes up to 8 years. Regularly \$2.50 and \$3.00 suits.

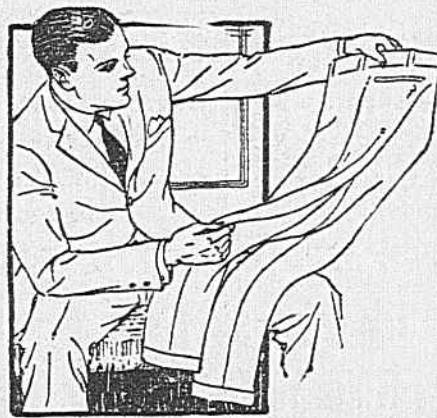
Good Quality Corsets 94c

In All Sizes at ... 94c

Made of good quality coutil in white or pink color. Regular and extra sizes. Regular \$1.50 value.

DON'T MISS THIS SAVING SALE

Now is the last and final chance to take advantage of marvelous savings. Tomorrow night at 9 P. M. this great merchandising event will pass into history. But WE URGE YOU IN ALL SINCERITY—don't wait until after tomorrow night and then wish you had come to this sale. Make your plans so that nothing can prevent your attendance before Saturday night. Shop here and save. You'll find remarkable bargains in every section of the store as listed in this advertisement.



FREE PANTS

Offer Will End
Saturday Night

Men's Suits

\$12.14

\$17.14

\$19.14

—and Extra Pants FREE

Garments of such goodness that these prices in no manner should be considered the guide to their value. You must see these suits—feel the materials—try them on. Made of ALL WOOL MATERIALS—of tweeds, worsteds, serges and other snappy mixtures. And in all the popular Summer models. Extra Pants FREE. Remember that!

This Great Sale Ends Tomorrow Night! Don't Miss It! Hurry!!

LAST CHANCE

TO PURCHASE

COMBINATION

SILK DRESSES

—For—

\$6.94

Handsome and wonderfully good looking solid color mignonette and figured georgette silk dresses. Skirts of solid color mignonette and figured georgette blouse tops.

The values are remarkable. You can't duplicate them under \$15.00.

Extra Special Offering of

LADIES' ALL-WOOL SUITS \$9.14

All wool tweeds, jerseys and serges. Especially good looking sports models as well as many conservative models. Extraordinary values.

HIGH-GRADE WOOL SUITS \$16.14

The finest and best made Suits under \$25 in this entire section. Materials are fine serge and wool trico cloth. Some handsomely embroidered and trimmed with silk braid.

FREE!

WITH A LADIES' SUIT

Beautiful Silk Scarf; latest popular novelty. Worth \$2.00 retail.



ORIGINATORS OF LOW PRICES IN FAIRMONT

Large Size Turkish 34c

Towels Now ... 34c

Heavy weight; double face; in plain snow white or white with neat colored borders. One of the best bath towels ever made.

Ladies' Silk Hose 44c

Black and Colors ... 44c

Good thread silk hose; good weight; made to give satisfying service. Black and popular colors including nude and gray.

Men's Rich Quality \$4.14

Pure Silk Shirts ... \$4.14

Handsome striped effects, fast colors. Shirts of the same grade sold for as much as \$10.00 two or three years ago. The best shirt you can buy for hot weather wearing.

Men's Well Made \$1.84

Felt Hats Only ... \$1.84

We have taken a number of our good priced \$2.50 to \$3.50 and reduced them for the Anniversary Sale. Various shapes in black, brown and gray.

Boys' All Wool Suits \$6.44